
9. Plan Components and Implementation Strategy



Architectural Guidelines

To complement public streetscape improvements made by the County, guidelines are established below for private improvements to individual building and properties. It is recommended that these improvements be completed no later than two years after streetscape improvements.

Architectural Considerations:

The architectural character of Catonsville is created by:

- The interrelationships of the various structures to create a block or street character.
- The structures themselves and their architectural detailing.

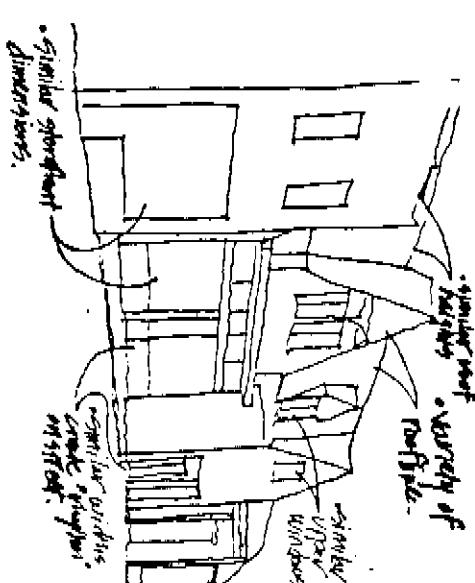
It is important to consider and understand both aspects when individual analysis and subsequent restorations are underway or when considering new construction.

The following guidelines are designed for new construction or renovation as directed.

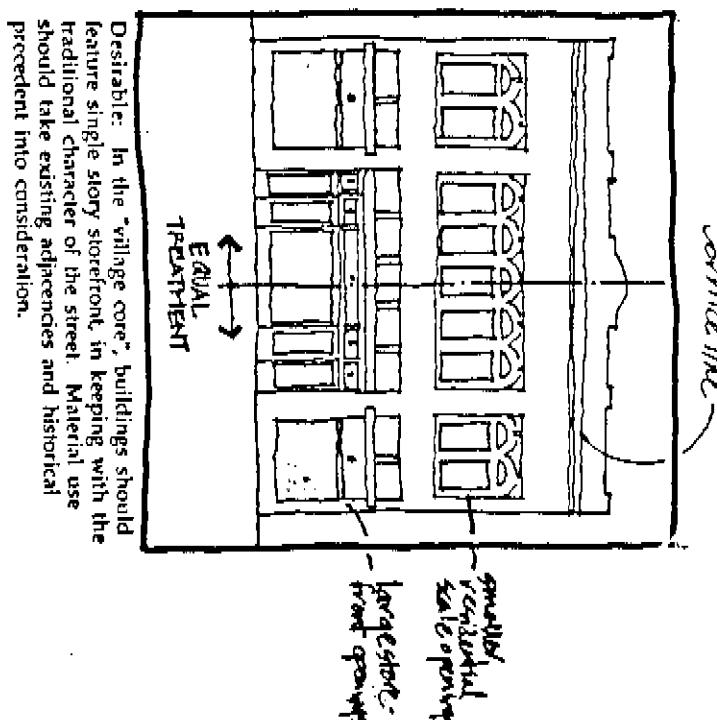
The block:

A building is part of a total block face. These block facades are important as they are perceived to define the spaces (streets, parks) on which they front. In Catonsville commercial areas, block facades are not particularly uniform, but buildings share a similar scale, both in overall size and individual features, including a large proportion of glass at street level. The

buildings are small-grained, i.e. in small increments, not monolithic, where a single building occupies an entire block. Vacant lots between buildings in a block segment the continuous flow of building faces. In the village core, most buildings are built out to the sidewalk with no set-back from the property line; this characteristic should be maintained. To extend the sidewalk area, recessed arcades are encouraged on the back side of the street.



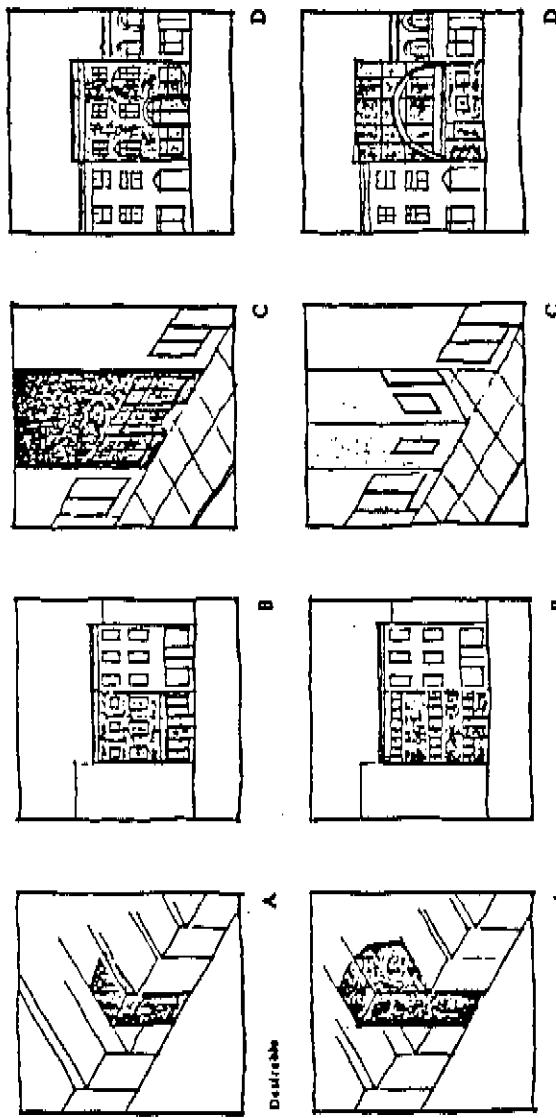
A. Building As Part Of Block



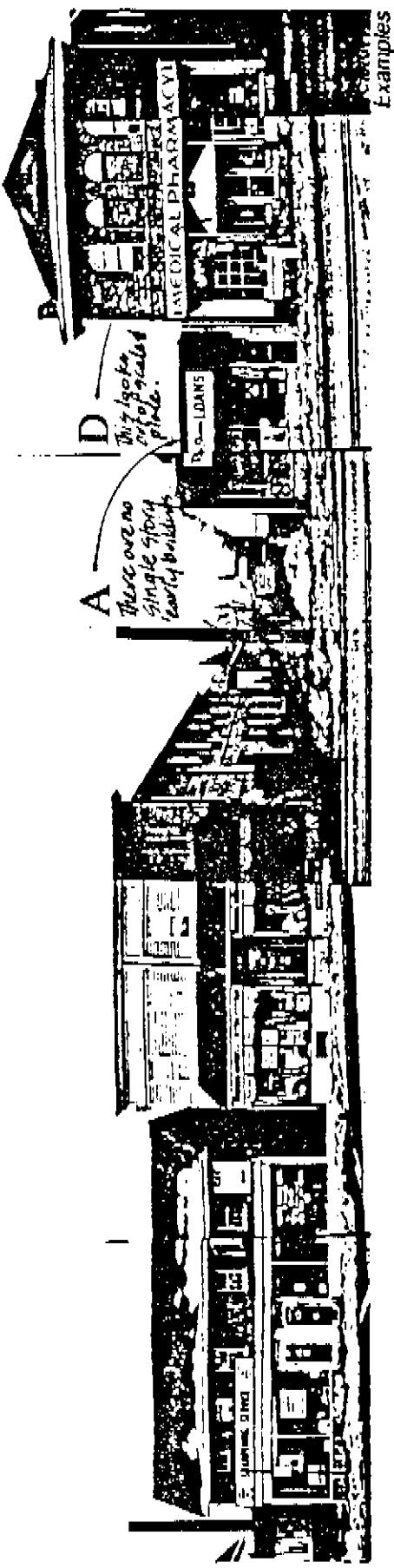
B. Building Facade Organization

Facade Guidelines for New Construction:

- A. The height of new buildings should be within the range of heights already found along the block.
- B. Maintain the same proportions of glass in new construction as in renovation. Maintain the clear distinction between the first floors (storefront) and upper floors.
- C. Maintain the alignment of the facades at the sidewalk edge and keep primary entrances facing the street.
- D. Building components should be similar in size, shape and material to those already in use along the street. Although the use of similar forms is encouraged, the duplication or imitation of "historic" components and elements are discouraged. This only serves to work against the varietal nature of Catonsville's architecture and to lessen the meaning of these individual elements.



Guidelines



Catonsville Design Study

**CATONSVILLE 2000
ANALYSIS**

Renovation Guidelines:

Although there is not a distinctive Catonsville style, there is a core of historic buildings that give "the village" its character. Historic Catonsville buildings are predominately stone or frame construction and share a similar scale and window pattern.

- A. Although changes for modern commercial use are sometimes necessary, the architectural character of Catonsville will be best maintained if a careful and sensitive restoration program is followed. An awareness of basic design principles for the building is essential. Characteristic features including proportional relationship and facade composition. Detailing should be noted and maintained.
- B. Incorporate elements of the original facade into the renovation scheme.
1. Do not obscure the entire facade by covering it with metal or plastic panels.
 2. Do not obscure original materials.
 3. Do not alter the shape of original openings.
 4. Repair or replace original building elements and materials.
- C. Preserve the original finish and material of

facades.

1. Clean facades where necessary. Always use the gentlest cleaning methods possible. (Consult the State Historic Preservation Office for further suggestions.)
2. Never sandblast masonry. Sandblasting removes the water-protective glaze and accelerates erosion.

D. Preserve original storefront arrangement and character.

1. Do not block in storefronts and insert smaller upper floor domestic type windows.
2. Preserve original entry arrangements and detailing. Where already altered remove aluminum doors and replace with original-type wooden storefront doors.

E. When new storefronts are added to former houses:

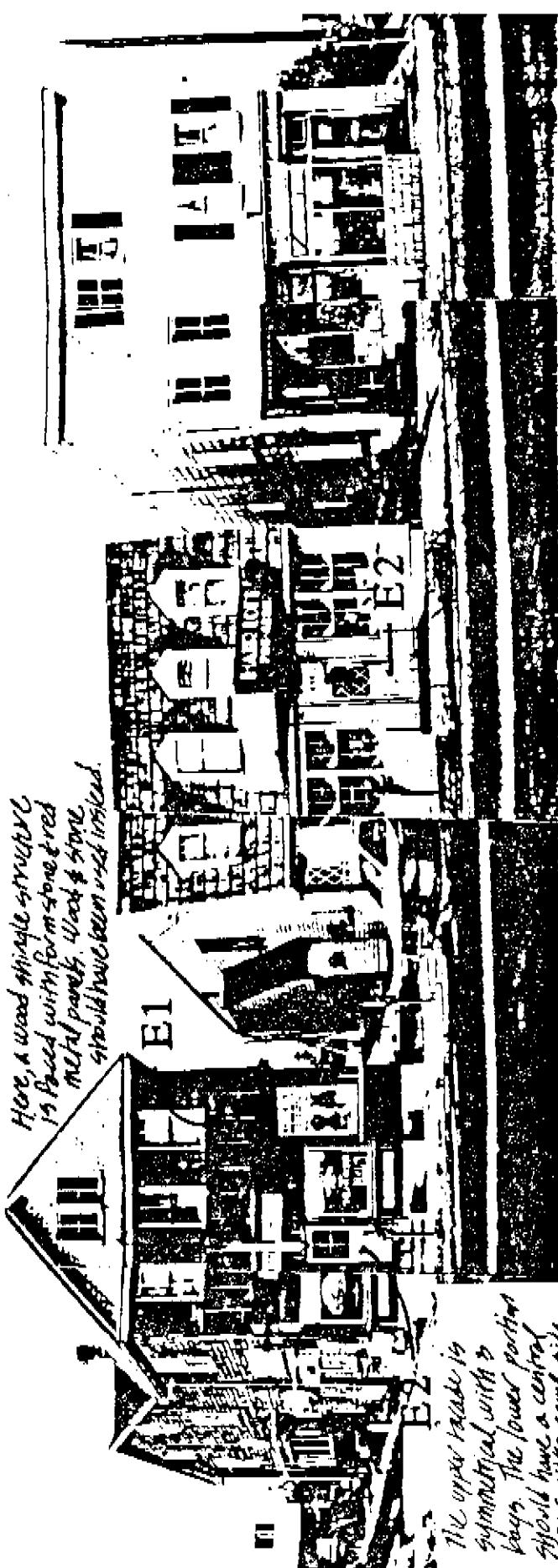
1. Use like materials and colors.
2. Storefront organization, i.e. door placement, signage location, and window-type should relate to the organization of the upper facade.

F. Storefront windows should be lighted to illuminate displays.

RENOVATION GUIDELINES

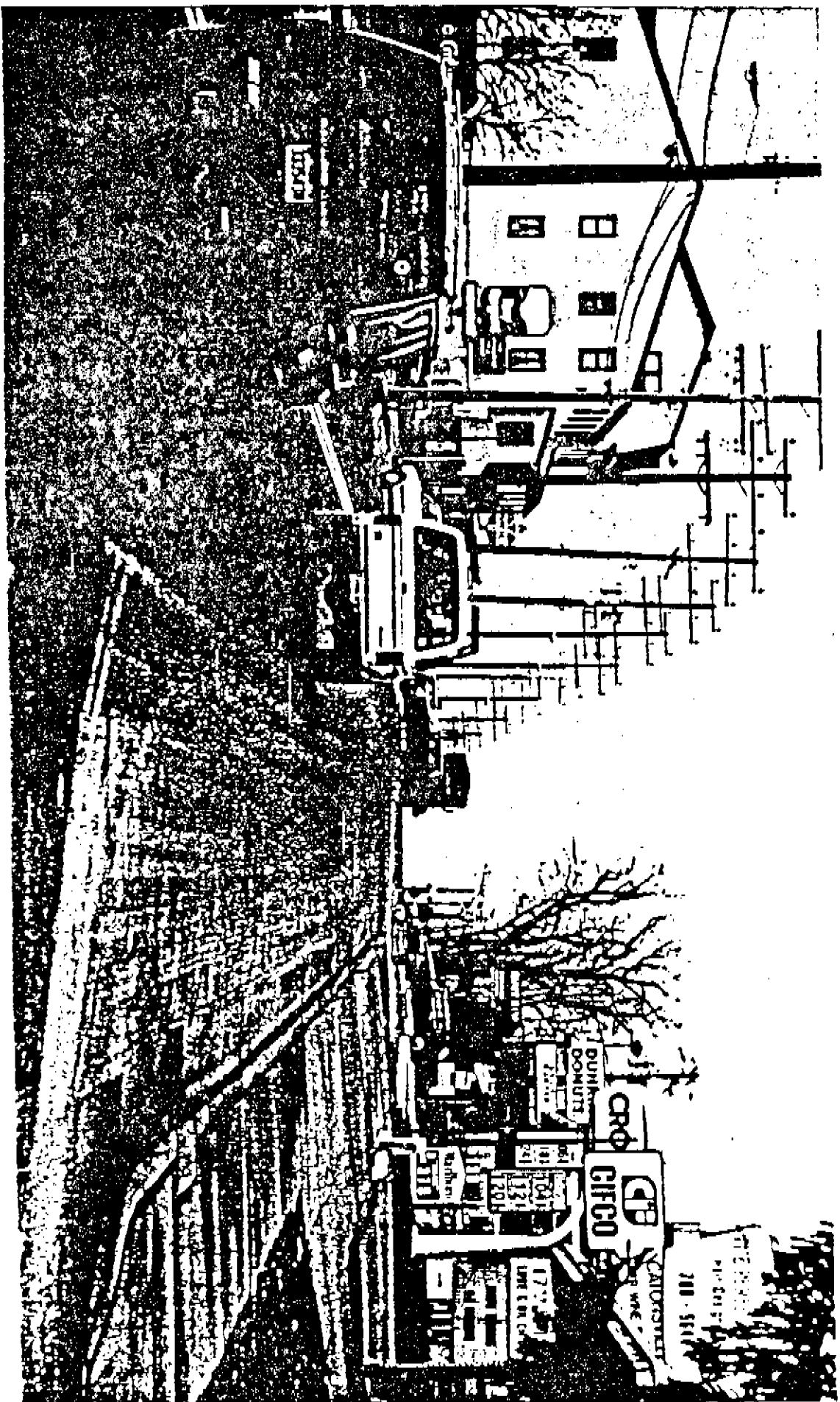
- A. Agree, but add that the first floor areas of all buildings should not be hidden by the foliage or trees to be planted.

Examples



Here a ward single structure
is placed with farm store and
metal parts. Ward & store
should have been included.

The open space is
symmetrical with 3
legs. The lower portion
should have a central
door with equal side
windows.



Auto-oriented streetscape with proliferation of signs.

Signage Guidelines

Well thought out signage can add character and detail to the village as well as communicate a sales message. Keep signs subordinate to the buildings. Billboards are inappropriate to the village character and should therefore not be permitted. A variety of signage is appropriate to the different areas of Catonsville, which are outlined below.

Location:

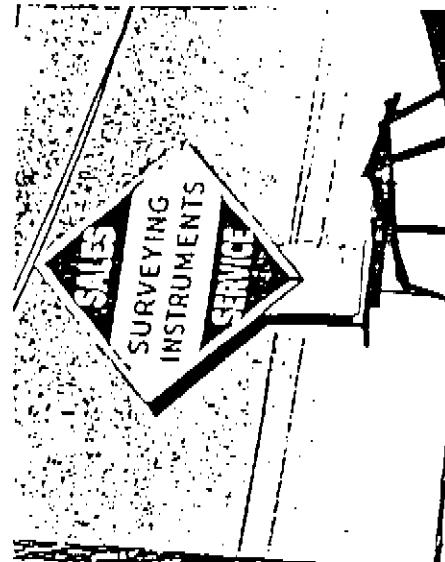
Parallel to Building Face

Different signs on the same building should align horizontally. Whenever possible, the signs should fit within existing or reconstructed features of the facade. On many buildings, bands of decorative moulding create natural frames for signs. In general, the location of the sign should reinforce the overall composition of the facade. Possible locations for signs parallel to the facades are:

1. Available flat surfaces, just above the store windows.
2. Transom areas aligning with the window below.
3. Second floor surface if others are not available (these second story signs could be individual cut out letters).
4. Interior mounted neon or acrylic signage panels hung in the store window.

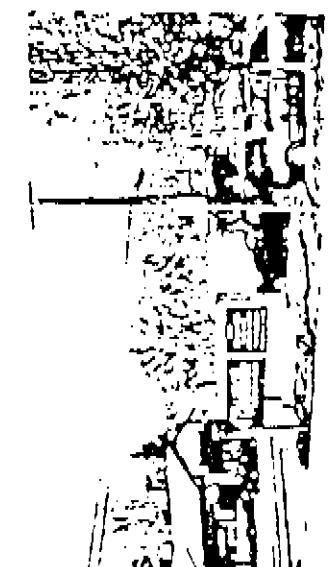
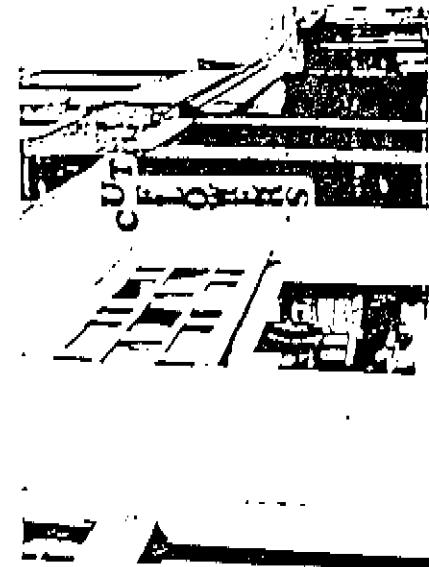
Signs are not to exceed the width of a shop front

and therefore should not adjoin storefronts. Sign boards will preferably run the full length of a storefront. If not, they will be centered above the storefront. Whenever possible, signs should align vertically with doors and windows on the facade. Sign panels should not obscure



Poor Examples

windows or other architectural features. Signs which appear in the window area should be decals or painted letters applied directly to the glass, if not neon. The use of opaque sign panels in shop windows is to be avoided.



Good Examples

SIGNAGE GUIDELINES

Agree on all points, except drawing on page 9.7 where the free foliage is not above the entire first floor facade, and the drawing on page 9.8 where "free standing sign should not be at a base of a tree."

SIGNAGE GUIDELINES

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Perpendicular to Building Face

Signs should be hung within the height of the building. Large roof structures to hold perpendicular signs should be avoided. A simple hanger attached to the facade is preferred. The hanger should also not be attached to two surfaces, for example, the roof and a vertical wall.

Free Standing

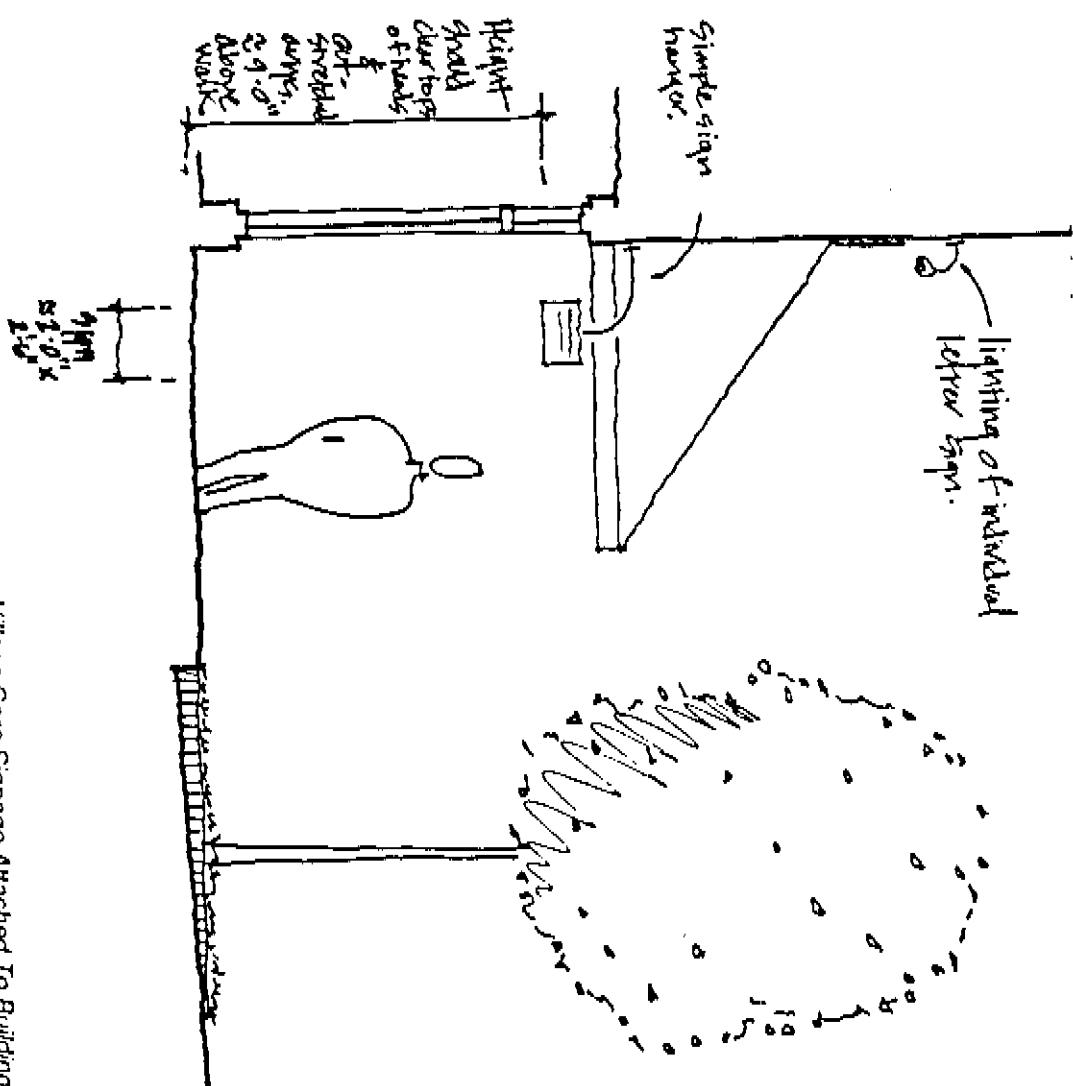
In the strip commercial area, freestanding signs are permitted. The illustration below guides their placement, size, etc. Free standing signs are not permitted in the village core area.

Size:

Village Core

All signs should be in scale with the store that they represent. The depth of the sign panel should not exceed the architectural location designated for the sign. The length of the sign should not exceed the length of the shop front. The lettering on the sign should generally fill the sign area. If there is a graphic image on the sign, the scale of the type should be in harmony with the symbol. In the case of individual cut out letters, they should be applied directly to the building facade and complement in scale, the architectural features of the building.

Over scale letters are to be avoided.



Village Core Signage Attached To Building

Strip (Auto Related)

Freestanding signs should not exceed an area of 15 sq. ft. Only one freestanding sign per property is permitted.

Shape:

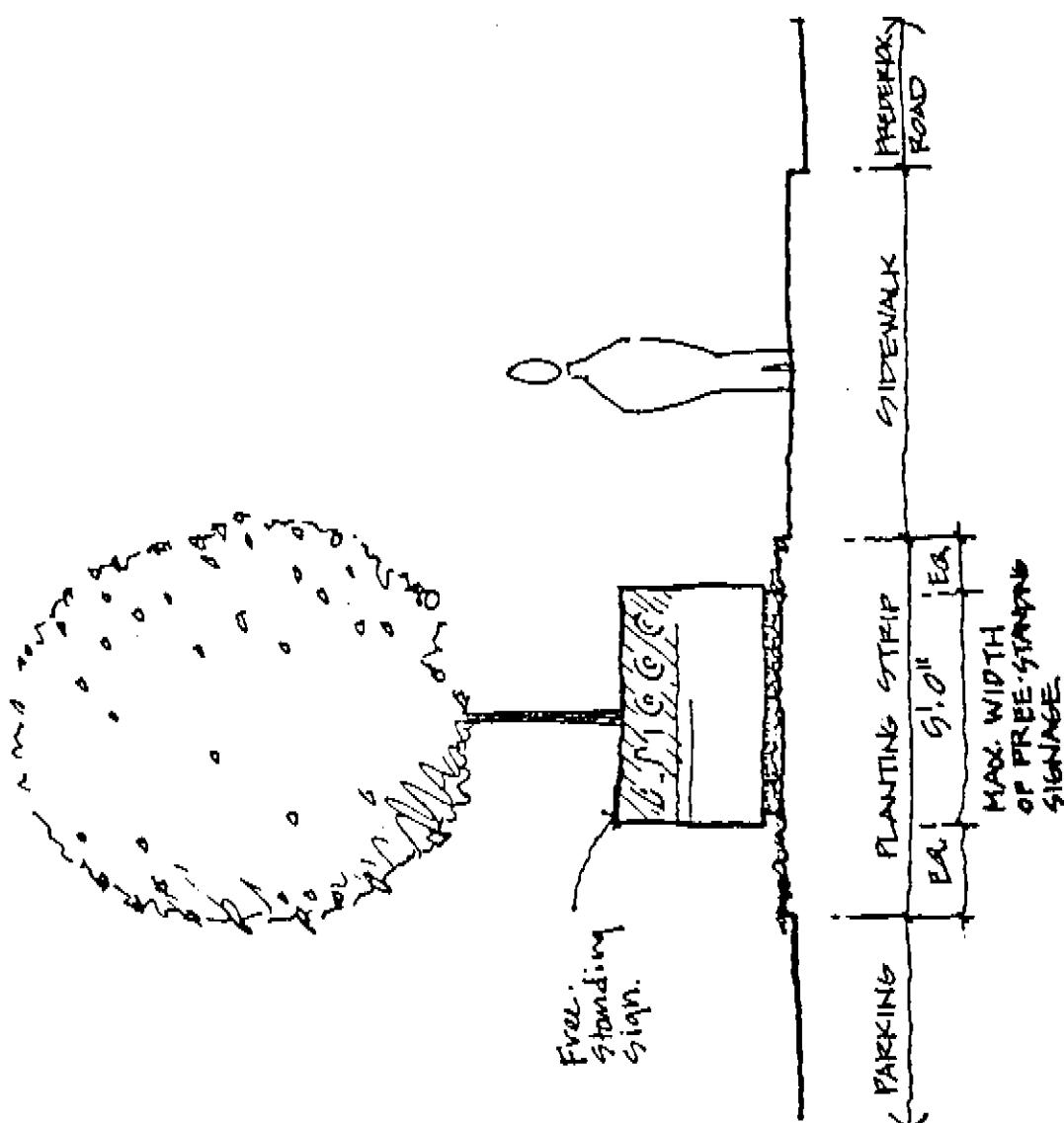
All signs on a particular building should be the same shape. The shape should fit the character of the building.

Color:

All signs for a particular building do not have to be the same color, but should complement each other and the building colors. Muted colors are preferred to bold pure colors, particularly for background areas. A flat color background with simple contrasting combinations of applied color for graphics and type is preferred. All signs on a particular building should have consistent use of color though not necessarily the same colors.

Material:

All signs for a particular building or block should be constructed of the same materials. The material that are preferred are painted wood or enameled metal. Plastic may also be used if an illuminated sign is required. In general, internally lighted signs are discouraged in the village core as they tend to over-power their historic setting.



Free-Standing Auto Related Signage

CATONSVILLE 2000 ANALYSIS

Implementation Strategy

The plan focuses on four items that will aid Catonsville in enhancing and retaining its village character:

1. Architectural and Signage Guidelines.
2. Revised definition of R.O. zoning.
3. Improved traffic patterns (more service alleys - less individual driveways) and slowing of traffic off the beltway (light and median).
4. Improved streetscaping and increased on-street parking in the village core.

While any of these items can be implemented individually, items 3 and 4 are more naturally related and the plan as described assumes their enactment together. This requires continued close cooperation and coordination between the community and the County.

The chart below summarizes the tasks required to implement the plan and a general timetable.

Community	County
Adopt Architectural and Signage Guidelines.	Designate Catonsville "Commercial Revitalization District".
Petition State for light at Delrey.	Provide forum for talks on parking lot consolidation.
Change R.O. zoning to disallow new "suburban type" office buildings. Any new building in this area should be strictly residential in character (though they may have office use).	Community support.
Title search for Orban Lane extending to Winters Lane and service alley from Mellor to Newberg.	Community support.
Consultant begins on streetscape plans; conduct discussions with State Highways. Acquisition of properties for service alleys.	Support and comply within 3 years. Strengthen business association.
Implement streetscape and improved parking lotpark.	Support from community both in cooperation with shared parking and in support to State Highways.
FY 91	FY 91
FY 92	FY 92
FY 93	FY 93

IMPLEMENTATION STRATEGY

Agree with recommendations for county for Fiscal Year 1991, with exceptions. There are two top priorities: The state should be petitioned for a traffic light at Delrey Avenue, and the county should be pressed to upgrade Orban Alley between St. Timothy's Lane and Ingleside Avenue as IMMEDIATE PRIORITIES!

For FY 92, it is the understanding of the committee that the county will work directly with an architectural review group derived from Catonsville 2000, to encourage merchants and commercial property owners to renovate their properties to coincide with the facade and structure guidelines proposed in this 1990 study. Also signage should be regulated by 1992.

CATONSVILLE 2000, INC. RECOMMENDS THAT THE PLANNING BOARD OF BALTIMORE COUNTY SHOULD ADOPT THE CATONSVILLE 2000 ARCHITECTURE AND SIGNAGE GUIDELINES INTO THE SOON-TO-BE-ADOPTED REVISIONS OF THE COMPREHENSIVE MANUAL OF DESIGN POLICIES.

THESE GUIDELINES SHOULD BE ENFORCED BOTH AT CIRC APPROVAL AND AT THE FINAL DEVELOPMENT PLAN APPROVAL STAGE. If a final development plan is not required for a particular project, then compliance should be enforced AT THE BUILDING PERMIT STAGE.

CATONSVILLE 2000
ANALYSIS

The recommendations made by Catonsville 2000 recognize that opportunities to expand open space, park, and recreation areas in our community are extremely limited. This is on top of the fact that our area ranks lowest in the County with regard to recreational land acreage per thousand residents. Our ratio of 14.2 acres of recreational land per thousand people is substantially below the targeted goal of 20 acres per thousand established by the Maryland Department of Planning. We cannot afford to lose any existing open space, parks, or active recreation areas in our community, and any opportunities to expand such areas or to require others should receive primary consideration in the planning process.